



## Marron Foods awarded Dairy 30x20 grant

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**Media Contact: Ann Marie Ames**  
**608-224-5041** [annmarie.ames@wi.gov](mailto:annmarie.ames@wi.gov)

**Jim Dick, Communications Director**  
**608-224-5020** [jim.dick@wi.gov](mailto:jim.dick@wi.gov)

DURAND, WISCONSIN – Marron Foods of Durand was awarded a Grow Wisconsin Dairy 30x20 Grant for dairy processors, Department of Agriculture, Trade and Consumer Protection Secretary Ben Brancel announced today.

“This new program will help dairy processors explore new technologies and resolve regulatory issues in order to ensure a demand for quality Wisconsin milk,” Brancel said. “Processors will be able to reach new markets and position themselves for long-term success.”

The Grow Wisconsin Dairy 30x20 Processor Grant is intended to facilitate operational changes, improve profitability and foster innovation in the dairy industry. This grant can be customized to meet the needs of individual processors and can be used to hire consultants with expertise to address specific business needs such as production automation or staff development. Recipients must match 20 percent of the total award.

Marron Foods, 1220 Hardy St., Durand, will use the grant money to seek third-party certification under the Global Food Safety Initiative. The GFSI requirements have resulted in significant costs to manufacturers that must work to elevate programs, procedures, documentation, training and testing to levels far exceeding those previously expected, said Marron Foods Director of Operations Rolf Rogers. The company started working toward certification in 2013.

“As a small business, the cost of these activities and capital improvements to the plant can be prohibitive but remain necessary to assure our survival and prospects for growth,” Rogers said. “The Grow Wisconsin Dairy 30x20 Processor Grant program has assisted Marron Foods in this journey. We are happy to report that the two-year process will culminate in the evaluation of our efforts during a multi-date audit of our facility in September.”

Marron Foods has operated in Durand since 2002. The facility produces customized food ingredients including instant-milk powder and dairy proteins for food-manufacturing companies around the world. Learn more at [www.marronfoods.com](http://www.marronfoods.com).

These new Grow Wisconsin Dairy 30x20 Processor Grants were implemented in the current state budget as a way to support profitability and efficiency in Wisconsin’s dairy industry. This initiative is designed to work with the Grow Wisconsin Dairy 30x20 Producer Grants that Gov. Scott Walker announced in 2012.

To learn more about the Grow Wisconsin Dairy 30x20 program, call 855-WIDAIRY (855-943-2479) or email [growwisconsinmilk@wi.gov](mailto:growwisconsinmilk@wi.gov). Online, go to [http://datcp.wi.gov/Business/Business\\_Resources](http://datcp.wi.gov/Business/Business_Resources).